NEW YORK, SUNDAY, JULY 10. 1904 .- Copyright, 1904, by The Sun Printing and Publishing Asset

BROOKLYN ADVERTISEMENTS

### PIANO EVIDENCE

If you'll let us, we'll prove that you can get better Pianos and more satisfactory treatment here than anywhere else.

### Anderson & Co.,

370 Fulton near Smith St The following prices tell our story:
Bradbury, upright. \$60
Cramer, upright. \$80
James & Holstrem. \$100
Chiekering, walnut. \$120
Anderson & Co., oak. \$140
Anderson & Co., walnut. \$160
Any of the above for \$10 down, \$6
monthly. Hardman, new upright. \$500
Hardman, new upright. \$500
Hardman, new upright. \$600

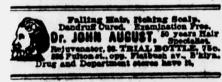
Bargains in Apollo Piano Players. 

Square Pianos.

# **Clifornia Gisels**

are always fitted. You know what you are getting before you pay for them. We give you comfort, fit, satisfaction and style. Call and learn about our Corsets. The information you get will be of value, even though you do not

California Corset Co., W FULTON AND HOTT STREETS, BROOKLYN, N. Y. Elevator, 30 Hoyt Street.



#### HOW TO TAP YOUR ELOQUENCE

LET WOULD-BB ORATORS TAKE A HINT FROM MR. LITTLETON.

A Color Scheme Helped Him to Enthuse the Delegates at St. Leuis, Though They May Have Thought His Arder Im--Senater Bailey's Speeches.

Most of the noted public speakers get the oratorical goods without having committed to memory more than the skeleton of their speeches. This idea is discouraging to laymen who find, if called on for an impromptu speech, even in a familiar and friendly gathering, that they are struck dumb-unable to untangle their thoughts.

Such should attend to an account of the strange and ingenious methods of the Hon. Martin W. Littleton, borough president of Brooklyn, who made the nominating speech for Judge Parker at St. Louis.

Mr. Littleton is numbered among the telling speakers of the Democracy, yet he cannot speak offhand. He commits to memory every word of his speeches, and does it so thoroughly that there is never a elip in his delivery.

When Mr. Littleton learns that he is to

make a speech he sallies forth to his stationer's, where he buys a collection of pads of colored paper such as would serve in an examination for color blindness. He gets white pads, red pads, blue pads, green pads, yellow pads, heliotrope pads

Empire State by the most sanguine Democratic national convention of a decade," he will have the white page and the black pencil before his mind's eye. The real paper and pencil may be in the ash can by that time. As he comes to the part about "the honored judiciary of our great State" he may be looking at yellow writing on a green pad. His peroration, fraught with enthusiasm, may swim before him in purple on pink, but his hearers will think it is nothing but

pure inspiration. Senator Joe Bailey of Texas, who is one of the steadiest talkers in Congress, has all his speeches pat before he takes the floor.

his speeches pat before he takes the floor. He memorizes them by main strength. Senator Joe once said it was a shame the way the House of Representatives restrained the speech of its members.

"Why," he declared indignantly, "no real orator can get into his stride in less than an hour." That was about the time he spoke for two hours on the difference between "a quorum" and "the quorum."

Bourke Cockran, who is a natural orator. does not memorize his speeches. He keeps the order of his argument in mind, but his fluency and vocabulary are great. The ideas he utters one day in one set of words he may repeat the next day in far different verbal form, but with exactly the same meaning.

PREDERICK LOESER & CO.

BROOKLYN ADVERTISEMENTS.

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## 15c. Fine Printed Dimities, 7c. a Yard. The Best Dimity Offer in Years.

A 15c. quality, that comes in pretty flower patterns on white, forget-me-nots, tiny wreaths, very little roses, odd, yet extremely effective figures and curious, yet attractive scroll patterns. Thousands of yards tomorrow at less than half price, 7c. a ward.

### 19c. Woven Etamine Suitings, 12½c. 19c. Woven Bourette Suitings, 12½c.

been 19c. a yard, now 12 1/2 c.

Printed Brown and . White Swisses, 12 1c. 

Printed Lawns, Ilc. a Yard. 

Very stylish fabrics for Summer shirtwaist suits, Oxford gray, navy and reseda, with white bourette solid colors, flecked with white, remarkably service- mixtures. A weighty Summer fabric for knockabout able and effective. The lowest price heretofore has suits or for children's dresses; generally 19c., now

Printed Poplin Raye, 12 2c. a Yard.

Mercerized corded stripes; white grounds, small attractive designs; 20c. a yard was the price previous to this purchase, 12 3c. a yard

A silky looking fabric that comes in a variety of corded striped pat-terns; value 20c., at 11c. a yard

### A Budget of Big Values. The Gist of Monday's Sales.

39c. black wool Etamine Voile, 28c. a yard.

Sewing needs at very small prices. No mail or telephone orders filled, none sent C. O. D. and only a limited quantity to each customer.

\$1.25 black Chiffon Taffeta, 32 inches wide, at 85c. yard.

\$1.00 Corsets at 49c. Men's \$1.00 Negligee Shirts at 55c. Montauk Teas, 37c. a pound. No mail or telephone orders

Men's \$1.50 split Straw Hats, \$1.00. Men's \$10.00 and \$12.00 outing Suits, \$6.50. 15c. fine printed Dimities at 7c. a yard. 19c. Ribbons at 15c. a yard. 59c. white figured lawn Walsts, 15c. None sent C. O. D. \$5.00 China silk Waists, \$8.98. Everything for the fisherman and the athlete. Japanese paper Fans, 11c. Women s Summer Oxfords, \$1.98. A great Trunk sale at moderate prices.

### Good Linens---Greatly Reduced.

Slightly Soiled From Handling. Some of them look as new and fresh as the day they were first unpacked—others are a trifle soiled, maybe only a finger mark-but we have put them all in together and they go at the same ratio of reduction.

duction.

Fine Irish, Scotch and Belgium bleached, satin damask pattern Table Cloths, odds and ends, more or less soiled; 2 yards wide and from 2 to 4 yards long, 1-3 less than regular prices.
2x3 and 2x4 yard Cloths, value up to \$6.00, at \$3.98
2x2½, 2x3 and 2x3½, yard Cloths, value up to \$7.00, at \$4.98
2x2½, and 2x3 yard Cloths, value up to \$8.50, at \$5.98
2x3 yard Cloths, value up to \$8.50, at \$6.98
Also a lot of extra fine satin Damask Table Cloths, slightly soiled from handling, 2½ yards wide and 2½ to 4 yards long, have been selling from \$8.50 to \$12.50 cach, at \$5.98, \$7.50 and \$8.98 each
A lot of all linen bleached ¼ and ¼ Napkins, all more or less soiled, value up to \$2.75 a dozen, at \$1.98 a dozen Hemmed silver bleached, soft finish German dice pattern Napkins, worth 98c. a dozen, at \$1.98 a dozen at \$1.98 a dozen, at \$1.98 a dozen hemmed silver bleached obtton huck Towels, 18x37 inches, 10c. each Fine quality German Union huck Towels, 18x37 inches, all white or colored borders, hemmed ends \$1.2½c. each Splendid quality all linen hemstitched and hemmed bleached Huck Towels, none better at the price \$250. each Good quality bleached cotton Turkish Bath Towels, 21x44 inches, fringed ends \$1.2½c. each Main floor, rear, East Suilding.

# These Men's Shirts at 55c. Are Worth \$1 Best Value in Shirts This Season.

The crowds round the Men's Furnishing Store last week were caused by the unusual bargains that are to be found there every day. For to-morrow, however, we have better offers than ever, and any man who knows anything about Shirts will find it worth his while to either come down and see them himself or send someone to get them for him.

They are Negligee Shirts of percale and madras of a fine quality—all quiet, neat colorings and particularly taking patterns, and the making isas

Men's Four Ply Collars, Six for 48c.

Equal to most Collars sold at 12 1-2c. each. Accurately made, have barred buttonholes and come in six shapes—three turnovers, two wings and one straight standing. There are six of a shape in a box and we cannot split the box.

Main floor, front, East Building.

# Pretty Parasols

For the Summer Promenade, And much less than former prices to pay. We are affording you an opportunity to take away with you to the seashore or the mountains a Parasol that would have cost much more had you bought it before this

sale—the saving is genuine. Silk Taffeta Coaching Shades, former prices \$2.45 and \$2.95, at 

Fancy imported Parasols, former prices \$16.95, \$18.95 and \$20.95, at \$7.95
Fancy imported Parasols, former price \$30.95, at \$14.95
Main floor, front, Central Building.

### A Men's Straw Hat Opportunity \$1.50 Split Straws at \$1

There's no use in having your hat cleaned when you can buy the split straw you've asked for all the season at \$1.00-especially as cleaning only lasts a short time. It pays to buy a couple of new Hats at this figure, as they look better and cost you less in the end. This is a manufacturer's surplus stockthe correct shapes, well made from fine braids that were considered special value at \$1.50. We think there is enough to last all day, but it's worth while stepping in early on your way to business. Won't take a minute to fix you up. Second floor, rear, East Building.

## Second Week of the Annual Sale of Knit Underwear and Hosiery.

It is a very great sale—the greatest we have ever known. It includes great quantities of the freshest and most desirable Underwear and Hosiery, not in helter skelter lots, with sizes hard or impossible to find, but neatly arranged, and, for the most part, in full size ranges. It offers the same careful and satisfactory service which you would expect to get in the regular way, paying regular prices, and yet

Prices Average Half or Less Than Half.

For to-morrow additional lots have arrived. In some respects—notably the men's Underwear at 29c., the women's 85c. Undervests at 35c., and the women's \$2 Hosiery at 48c., the values are even greater than last week. But the Sale will start again as complete as on the first day. It is the most notable offering of Hosiery and Underwear that Brooklyn has ever known.

Women's Underwear on Second Floor—Take Revolving Stairway. effects; also silk lisle, lace insteps and allover lace. Women's Hosiery.

Imported fast black cotton. Men's Hosiery. 30c. Steckings, 19c.
Imported fast black cotton; also ingrain cotton, with unbleached split feet. 25c. Secks, 12½c.
Fast black imported lisle thread and cotton, also ingrain cotton with un-bleached split feet. 25c. and 35c. Socks, 19c.

40c Stockings, 19c.
Imported ingrain lisis thread, with bleached split feet, ribbed and plain.
50c. Stockings, 25c.
Imported fast black gauge lisis and Fast black cotton, also lisle thread in medium and gauze weight in black and tan shades. cotton; also black lisle, lace insteps, and lace allover, in black and tan and lisle with embroidered ankles. 50c. Secks, 25c.

Over a hundred clever styles of the season's choicest fancy embroidered lisle and cotton Socks.

50c. and 75c. Stockings, 85c., 8 Pair for \$1. Fast black and tan liste thread, with 75c. and \$1 Socks, 48c. Finest lisle thread, exquisitely em-broidered by hand. lace insteps and lace allover effects, also embroidered insteps. \$1.25 and \$1.50 Stockings, 69c

Children's Hosiery. Fast black lisle, lace insteps and lace allover effects; also extra size and opera length. 20c. and 25c. Stockings, 3 Pair for 25c.
Fast black fine ribbed cotton Stockings, sizes 6 to 9½. Also sifk lisie with lace to toe, in pink, sky, white, black, mode, tan and red; sizes 4 to 6½. None sent C. O. D. 75c. to \$2 Stockings, 48c.
Fast black liste thread, exquisitely embroidered and Jacquarded novelty

25c. Steckings, 12½c.
Fast black, fine ribbed cotton Stockings, with full fashioned feet.

Women's Underwear. 20c. Vests, 9c. Fine cotton Vests, ribbed, low neck sleeveless and short sleeves, plain and fancy trimmed. None sent C. O. D.

25c. to 50c. Stockings, 19c.
Lisle thread Stockings in choice
styles of lace allover effects.

25c. end 35c. Vesta, 19c.
Fine lisle cotton Swiss ribbed low neck sleeveless Vesta, daintilytrimmed with pretty lace. Men's Underwear.

50c. and 75c. Underwest, 29c.
Fine balbriggan Shirts and Drawers, long and short sleeve Shirts, mostly double seated Drawers; also some fancy mesh and ankle length Jean Drawers and Knickerbocker printed madras in neat patterns. Trifling mill imperfections are accountable for this low price.

Main Floor, Elm Piece Entrance.

# Trunks That Will Travel Safely. Now Is the Need Time---And Here Are the Best Kinds.

THE BEST TRUNKS IN THE WORLD-and that's not flattery, either, when we speak of the line we particularize below. These Trunks are made after our own specifications. They embody all those things that go to make Trunk excellence and the most excellent Trunks. Every known device for CONVENIENCE, STRENGTH, LIGHTNESS AND DURABILITY is found here-and the

### Prices Are Very Moderate.

baggage smashers—28 to 40 inches.

99.86 to \$14.25

Our Newest, the Boston. Most attractive and serviceable, with well arranged covered top tray, containing lady's removable hat form, dark finished malleable iron hardware, and corner and center bands of russet leather add to their appearance: 30 to 40 inches. . . . \$10.98 to \$13.76

Our Langtry holds the record for reliability—never had to make a repair caused by faulty construction—the five top slats, umbrella tray and clamps for division of trays are a few of the points of superiority—28 to 40 inches. . . . . \$7.48 to \$9.74

Of course there are many more, and specials, such as Trunk Tables, that permit packing without breaking the back. It is a display worth seeing.

Basement, East Building.

#### Women's, Misses' and Children's Hats.

A Clearing Sale.

Prices were 48c. to \$3.75. Prices now are 25c. to \$1.60.

It's a genuine clearance sale—the room which this stock occupies is needed immediately on account of alterations; so all must go and these prices will make

Plain and fancy braid effects, and the shapes are the very best. Many of them are suitable for present wear. None sent C. O. D.

#### Hemmed Sheets and Pillow Cases At Very Little Prices.

It is just like buying the mere material and having someone make the Sheets and Cases, hemming and all, for nothing.

Hemmed Pillow Cases.

#### and pink pads. Then he goes to the pencil case and picks out pencils of every coler of lead that the house affords. Then he goes home, ready for work. The rest is easy. Mr. Littleton writes the first page of his speech on white paper with a black pencil, the second with a blue pencil, the third with a red pencil, and so en until all the pencils have been used on the white pad. Then he grabe the red pad and writes upon it with all the pencilsexcept, perhaps, the red pencil-dropping a pencil at the end of each sheet and taking up another. And then? Why, 'tis very simple, at least for the Brooklyn orator. He reads the speech to himself, over and over, and each sheet of paper impresses itself upon his memory. He knows that when he stands before his audience he can gaze into space and every sheet will parade before him in the written order. It will be just as easy as though he had written his speech on stereopticon slides and had it flashed at the back of the convention hall. When he gets agoing with a paragraph about the honor conferred on "the great

Store Closes at 5 P. M.

Saturdays at Noon.

black satin lining.

marked them all at

\$75, Regularly \$225.

Persian Lamb Coat, 20 inches long, large collar and revers of extra fine Baum Marten.

75 Men's Suits, Reduced.

Suits from our regular stock, and because there

is no assortment of any one style—though there

is a full range of sizes in the lot-we have re-

They include some of the choicest things we have had this season. Fine worsteds, cheviots, tweeds and cassimeres, all in light weights and all with the coats half lined for hot weather wear.

\$20 and \$25 Values at \$15.

Second Floor, Elm Place.

Loeser Standard—these are Loeser Suits.

No question about the tailoring being up to

We have picked out seventy-five Summer

A Suit | 21 Suits Were \$25.

28 Suits Were \$20.

26 Suits Were \$22.

In every detail the Leading Retail Establishment of Brooklyn.

FREE SUMMER DELIVERIES. During the Summer months we deliver free of railroad, express or mail charges all purchases, excepting boats and pianos, in the Middle and Eastern States. Purchases amounting to \$10 or more, excepting boats, pianos and furniture, will be delivered free to the Southern States, and also in Ohio, Wisconsin, Indiana, Illinois and Michigan. The Store's good service follows you wherever you go.

## \$30,000 Worth of Persian Lamb Coats for \$10,000! The Greatest Fur Values We Have Ever Known.

What's the excuse for offering Fur Coats in Midsummer? A fair and natural question. And we answer that the VALUES are the excuse for this offering-that and nothing more. These are values that would justify a Fur Sale at any season; that will make it well worth while to come into town to-morrow even if you have to travel several hundred miles. They are values such as have never before been equalled by any store in any time.

A maker of Fur Coats, whose fine work has long placed him in the font rank, found, after he had made up most of his pelts into garments, that he needed money so badly as to justify turning a part of his stock into cash, even at a considerable loss. He came to us and we finally bought our choice from his stock, so that we can sell the garments for AN AVERAGE THIRD OF THEIR FAIR RETAIL VALUE.

The Jackets are of high character, splendidly made and splendidly finished. They are, for the most part, in the choicest styles that will be shown for next Winter. But our regular stock will come in for that season. These Furs must make way for them. And so we offer them, as we bought them, for a third less than their worth. Think of getting a \$300 Jacket for \$100. Or a \$150 coat for \$50. The stock is large and varied. There is something to suit almost every taste, but there is very generally not more than a single garment of a kind. It is the greatest Fur Sale and the greatest values we ever knew.

\$33. Regularly \$100.

\$33, Regularly \$100. Persian Coat, mink collar and re-\$85, Regularty \$250. Persian Lamb Coat, 22 inches long, vers, brocade lining. chinchilla collar and revers. \$95, Regularly \$285.
Natural seal Automobile Coat, with natural otter shawl collar, facing, revers and cuffs, lined throughout with \$33, Regularly \$100. Russia Pony Jacket, with shawl collar and cuffs of white broadtail. \$40, Regularly \$120. Plain Persian Coat, 22 inches

long; whole squirrel akins. \$100, Regularly \$800. \$50, Regularly \$150.

Persian Lamb Coat, Baum Marten collar and revers.

Persian Lamb Blouse, 22 inches long, passementerie trimmed, brocade lining.
\$100, Regularly \$300. Persian Lamb Blouse, 20 inches long, trimmed with fancy buttons, full size \$70, Regularly \$210.
Persian Lamb Coat, Baum Marten collar and revers, brocade lining.

collar, revers and cuffs. \$100, Regularly \$300. Broadtail Coat, 28 inches long, box front, full collar, revers and cuffs, Broadtail Persian Box Coat, full kimono sleeve, trimmed with silk and velvet.

Men's \$ White Negligee Shirts, 59c

ming.

\$140, Regularly \$420.

Broadtail Persian Bolero, with long

tab ends, beautifully trimmed with silk braid and chenille fringe.

\$150, Regularly \$450.

Persian Coat, 28 inches long, chin-chilla collar, revers and cuffs.

\$225, Regularly \$775.

Broadtail Coat, with full roque ermine vest and blouse; also large puff

leeves of ermine, passementrie trim-

\$300, Regularly \$900.

Second Floor, Front

Men's Entrance at Elm Place.
White is the coolest Summer wear—and the prettiest. White Shirts are in wide demand now. So we counted ourselves lucky when we arranged with one of our best Shirt makers to make for us out of the fine white striped madras always used in dollar Shirts a quantity of Shirts

that we can sell for 59c. each.

Ready to-morrow—and you will find them well proportioned, finely finished, each with a pair of separate cuffs to match. Sizes 14 to 17. It is news that should

50 Inch Luster Sicilians,

The best value that has been offered this season for

anything like the price. It comes in the correct shades of brown and navy, also black. Every yard is perfect, and we have 2,400 yards to sell for 89c, a yard.

# Women's Timely Tailored Wear.

It is the season for special values, of course. Wise women know that. Wise women are watching the Loeser Store for the frequent news of noteworthy economies. And wise women will be interested in to-day's presentation of varied groups of handsome and timely wear which should be in usefulness, and therefore have new prices. There is a fine group of

\$25 to \$60 Cloth Suits at \$14.98, \$16.50 and \$25. Nothing could be more desirable for travelling or mountain wear. They are made of choice fancy mixtures, cheviots and canvas cloths. Coats include the blouse, short, medium and hip lengths; tight fitting and box fronts. All are silk lined, some braid trimmed and others strictly tailor finished. Skirts are in walking lengths and in plaited and gored

\$18 to \$30 Wash Suits at \$14.98.

The stock of the foremost maker of high grade tailored wear for women. He is planning for Fall now and these have come to us far below their usual pricing. The materials include canvas suitings, linens and crashes. They are made with the new Norfolk and blouse coats, trimmed with braid and buttons. Skirts are the newest shapes and are perfect in every way. The smartest, trimmest tub Suits to be found—each a bargain at.....

#### Women's \$3 to \$4 Silk Umbrellas for \$1.98.

They are black, navy blue and green—suitable for sun or rain. Paragon frames, close rolling, with cases and tassels to match. Handles are pearl, mounted with silver or gold; ivory, gun metal, Dresden and many others too

We guarantee every umbrella for a year.

25c. Stockings, 10c.